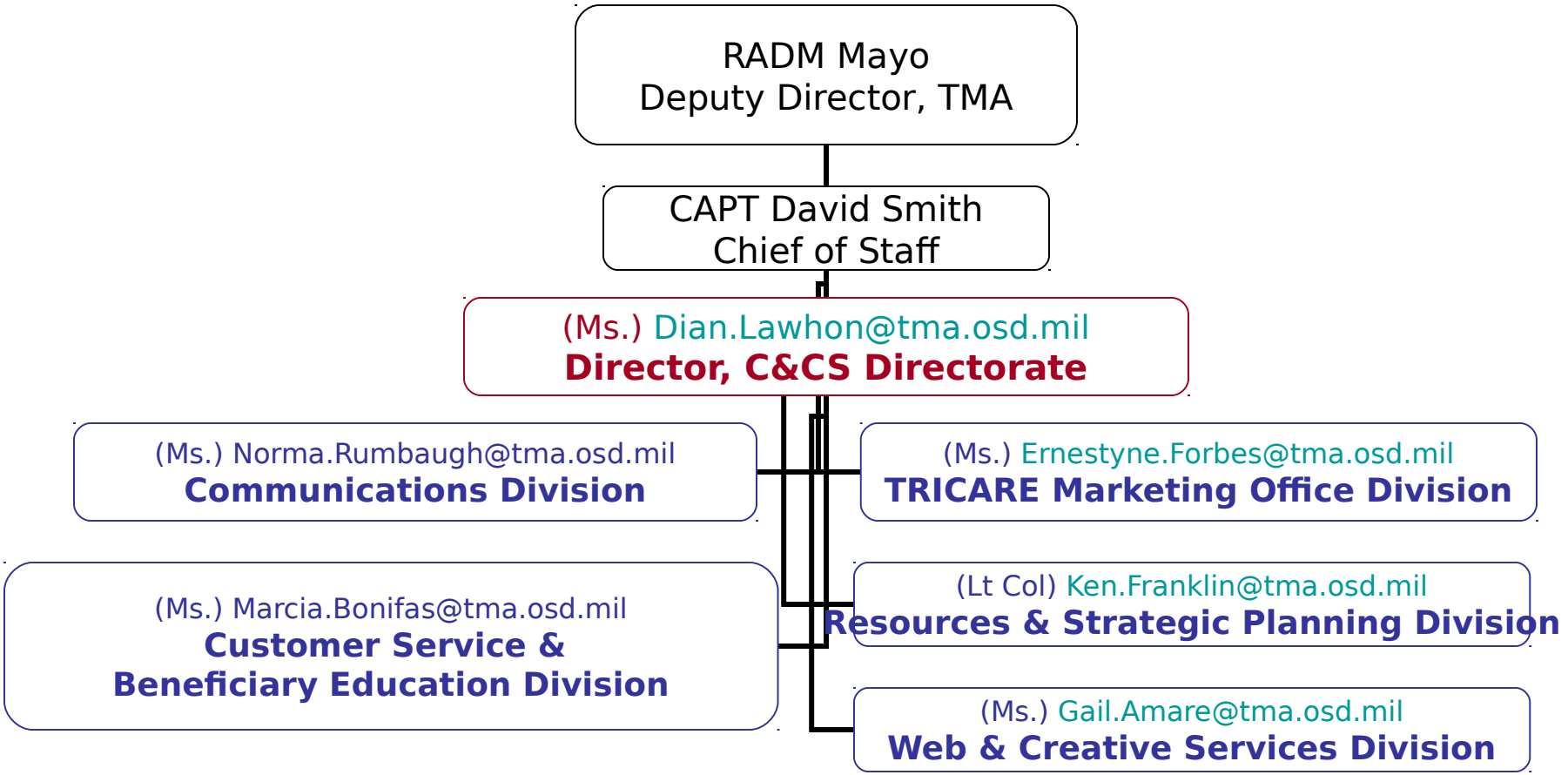
TRICARE Management Activity

Communications & Customer Service

Resources

TRICARE Management Activity
Communications & Customer Service Directorate
(VA) 1-703-681-1770



Communications (Public Affairs) Division (VA) 1-703-681-1775

- Generate all TMA communications plans, including the Next Generation of TRICARE Contracts Communications Plan and Implementation

- Strengthen TMA's relationship with media:
  - Media Readiness Room (on TRICARE.osd.mil)
  - Doctor Is In – Column (used in base papers & local media)
  - Press releases (customizable for local media)
  - Fact Sheets (resources for customer service reps, too)
  - Public Affairs Guidance on major announcements & issues
  - National, award-winning, TRICARE Star and Hero recognition programs for those in the field

- Produce Evening Edition News – a compilation of TRICARE, DoD, national health care & beneficiary association news e-mailed daily to 1800+ subscribers

- Cultivate relationships with 10 million members of The Military Coalition and National Military/Veterans Alliance (Coalition & Alliance)

Customer Service & Beneficiary Education Division (VA) 1-703-681-1770

- Staff training & management of the TRICARE Information Service (TIS – call center)
- FAQ database development/maintenance for TIS, partner call centers, and TRICARE Regional/MTF customer service staffs
- Annual TRICARE Conference
- BCAC/DCAO program management
  - Creation of web portal
  - Worldwide email program/policy notification
- Congressional/beneficiary correspondence response on program/policy issues

Marketing Division (VA) 1-703-681-1770

- **Production & distribution of a national suite of TRICARE Marketing and Education Materials that will be used to educate 8.9 million TRICARE beneficiaries and providers world wide regarding all aspects of the TRICARE program and benefits**
- **Management of the MEC (Marketing & Education Oversight Committee) which provides oversight over the marketing and education materials produced by the marketing and education contractor**

Resources & Strategic Planning Division (VA) 1-703-681-1770

- **Research & Analysis Branch**
  - Identify and communicate trends in existing beneficiary feedback
  - Creation of worldwide beneficiary input council to comment on communication concepts, products and formats
  - Telephone survey of beneficiaries to ID preferences and trusted sources of healthcare info for distribution of information and products
  - Customer research web portal – internal and external audiences

Resources & Strategic Planning Division (VA) 1-703-681-1770

- **Staff Development & Training Branch**
  - **Professional developed training programs for BCACs, HBAs, DCAOs and equivalents**
    - **TRICARE Fundamentals Course (July 03)**
    - **TRICARE intermediate course (July 04)**
    - **TRICARE University certificate & non-certificate courses**
  - **First annual conference for BCACs & DCAOs (May 04, Memphis, TN)**
  - **Outreach to targeted audiences throughout Uniformed Services**

Web & Creative Services Division (VA) 1-703-681-1770

TRICARE Management Activity

- www.TRICARE.osd.mil – TMA & HA major Web site
- *Internal only*, toolkit for C&CS counterparts in Field supporting implementation of next generation of contracts www.tricare.osd.mil/contractstoolkit/
- Public Web site for beneficiaries on new contracts: http://tricare.osd.mil/contractsimplementation/default.cfm
- Creation & management of target audience Websites (Sr. Leadership, MTF Commanders for new DEERS, etc.)
- Briefings (for TMA leadership, contracts, reporting, etc.)
- Posters, displays, template designs, as needed
- Annual Stakeholders' Report
- C&CS Conference

C&CS Subscription Updates

http://www.tricare.osd.mil
PLUS ….

- **Weekly TRICARE Web Site updates – http://www.tricare.osd.mil/subscription/**
- **Daily "Evening Edition News" – http://www.tricare.osd.mil/eenews/mail/eensub.cfm**
- **Media Readiness Room – http://www.tricare.osd.mil/media/mail/mrrsub.cfm**
- **News Releases –**
- **http://www.tricare.osd.mil/news/mail/mailsub.cfm**
- **Fact Sheets – http://www.tricare.osd.mil/factsheets/mail/mailsub.cfm**
- ***Internal only*, Next Generation toolkit – http://www.tricare.osd.mil/contractstoolkit/mail/mailsub.cfm**
- ***Beneficiary site*, TRICARE New Contracts: How does it affect me? – http://tricare.osd.mil/contractsimplementation/default.cfm**